



## Virginia and Planning District Performance Fiscal Year (July–March)



### Fiscal Year to Date Actual Dollars v Forecast

Red light = 1% > below target; Yellow light = within 1% of target; Green light = on target

### Analysis and Conclusion

March 2008 sales are 1% below sales last March which may, in part, be due to Sunday stores being closed for Easter (March 23rd), Easter fell on April 8th last year. Retail sales are flat and mixed beverage licensee sales are down 5.3% for the month. Fiscal year to date sales of \$480 million are 5.5% above sales last year, but .5% below the \$482.6 million forecast.

Overall Performance		Month		Year-to-Date			
		March 2008	March 2007	% Chg	FY08	FY07	#/1% Chg
Number of ABC Stores					332	323	9
Actual Gross Dollars <sup>1</sup>	\$50,793,137	\$51,247,795	(0.9%)	\$480,105,402	\$455,263,232		5.5%
Forecast Gross Dollars	\$51,782,767			\$482,578,399			
Above/(Below) forecast			(1.9%)				(0.5%)
Sunday Sales*	\$884,685	\$643,509	37.5%	\$9,247,604	\$7,298,957		26.7%
as a % of Gross Dollars	1.7%	1.3%		1.9%	1.6%		
Mixed Bev Licensee Dollars	\$11,137,750	\$11,757,881	(5.3%)	\$62,756,659	\$60,147,647		4.3%
Retail Dollars	\$39,655,387	\$39,489,914	0.4%	\$417,348,743	\$395,115,584		5.6%
Change in Sales Days Equivalents	30	31		269	268		
Total Cases Sold	286,120	302,689	(5.5%)	2,781,705	2,709,210		2.7%
Total Bottles Sold	3,628,715	3,820,355	(5.0%)	34,616,571	33,736,564		2.6%
Avg. Bottle Price	\$14.00	\$13.41	4.3%	\$13.87	\$13.49		2.8%
Total Customer Transactions	1,911,290	1,957,153	(2.3%)	17,561,592	17,049,388		3.0%
Avg. Customer Transaction	\$26.58	\$26.18	1.5%	\$27.34	\$26.70		2.4%

\*95 Sunday stores this year vs 53 Sunday stores last year

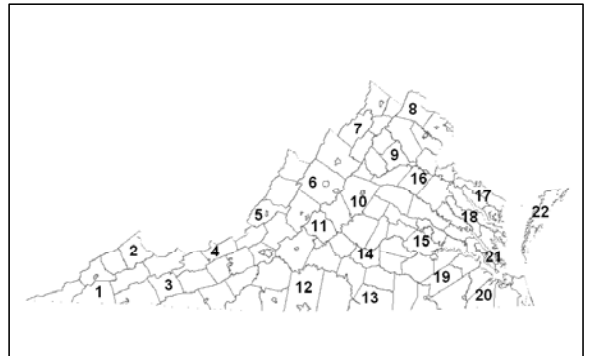
### Planning District Summary

Year to date gross dollars for the state are up 5.5%

- performing above the Statewide increase
- year to date sales increase between 3% and 5.4%
- year to date sales increase/decrease below 3%

	March '08 Gross Dollars*	% Chg	FY08 to date Gross Dollars*	% Chg
1 Southwest	\$234,110	(0.3%)	\$2,251,279	7.0%
2 Far Southwest	\$276,574	1.7%	\$2,653,794	7.2%
3 Wytheville/Hillsville	\$813,195	1.2%	\$7,651,259	6.0%
4 Radford/Blacksburg	\$989,723	(0.7%)	\$9,529,584	6.1%
5 Roanoke	\$1,889,468	(0.3%)	\$17,870,268	5.2%
6 Staunton/Waynesboro	\$1,453,759	(2.4%)	\$13,951,924	6.2%
7 Winchester/Front Royal	\$1,263,848	(0.2%)	\$12,171,118	6.6%
8 Northern Virginia	\$13,965,615	(0.9%)	\$132,861,305	6.1%
9 Warrenton/Culpeper	\$1,058,295	(1.6%)	\$10,312,723	4.2%
10 Charlottesville	\$1,573,018	(2.3%)	\$15,120,339	5.0%
11 Lynchburg	\$1,317,115	(0.3%)	\$12,380,320	6.1%
12 Danville/Martinsville	\$1,191,765	(1.8%)	\$11,064,874	3.7%
13 South Boston	\$487,401	(1.5%)	\$4,618,580	2.7%
14 Farmville	\$493,964	0.3%	\$4,524,014	4.9%
15 Richmond	\$7,643,548	(0.4%)	\$71,836,678	5.3%
16 Fredericksburg	\$1,676,650	(2.0%)	\$15,904,412	3.2%
17 Northern Neck	\$335,785	(1.7%)	\$3,364,441	(0.7%)
18 West Point/Mathews	\$633,651	0.1%	\$6,343,471	8.3%
20 Norfolk/Virginia Beach	\$8,626,399	(1.3%)	\$80,577,979	5.0%
21 Newport News/Hampton	\$3,445,996	(0.4%)	\$31,683,526	6.0%
22 Eastern Shore	\$281,361	(0.4%)	\$2,957,419	7.4%

<sup>1</sup>General Sales Tax (4.5%) not included.



In [PD17 Northern Neck](#), year to date sales are down 1%. Stores in Westmoreland County, 130 and 220, sales are down 13.7% and 7.6% respectively.

Again, sales are highest in [PD18 West Point/Mathews](#), with a 8.3% increase over last year. The increase can be attributed to the opening of new store 032 in Middlesex County.

**PD17 Northern Neck Planning District**

192 101 South Main St (Kilmarnock)	Lancaster County	\$1,680,205	\$1,636,690	2.7%
238 Rt 360 (Callao)	Northumberland County	\$608,007	\$605,289	0.4%
149 Times Square SC	Richmond County	\$394,788	\$380,885	3.7%
130 Beachgate SC	Westmoreland County	\$370,117	\$428,799	(13.7%)
220 109 East End Place (Montross)	Westmoreland County	\$311,324	\$336,942	(7.6%)
Northern Neck Planning District		\$3,364,441	\$3,388,606	(0.7%)

At Store 220 specifically, the decline may be attributed to competition with an establishment located on the Maryland Waters, which opened several months ago. It is about 25 miles from Store 220.

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**PD18 West Point/Mathews Planning District**

198 Rappahannock SC (Tappahannock)	Essex County	\$820,030	\$815,476	0.6%
155 York River SC (Hayes)	Gloucester County	\$1,475,239	\$1,301,065	13.4%
233 Main St	Gloucester County	\$921,770	\$1,031,561	(10.6%)
175 416 14th St	King William County	\$866,770	\$853,339	1.6%
257 4915 Tappahannock Highway	King William County	\$658,217	\$586,829	12.2%
333 10972 Buckley Hall	Mathews County	\$562,577	\$544,209	3.4%
32 16273 General Puller Hwy	Middlesex County	\$582,856	\$166,455	250.2%
179 Virginia St, PO Box 238 (Urbanna)	Middlesex County	\$456,012	\$559,595	(18.5%)
West Point/Mathews Planning District		\$6,343,471	\$5,858,530	8.3%

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